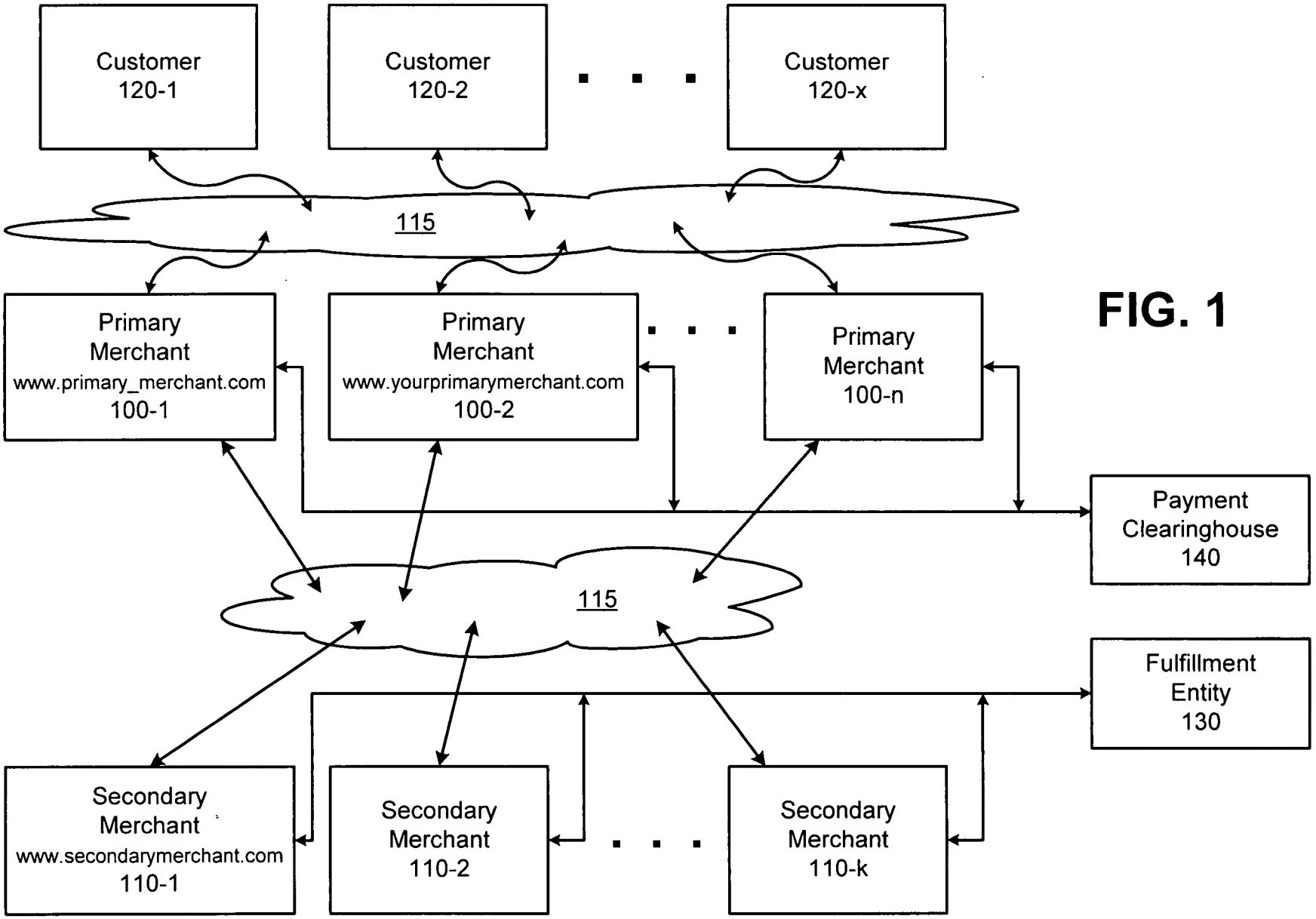

Customer
120-1
Customer
120-2
Customer
120-x
115
Primary
Merchant
www.primary_merchant.com
100-1
Primary
Merchant
www.yourprimarymerchant.com
100-2
Primary
Merchant
100-n
Payment
Clearinghouse
140
115
Fulfillment
Entity
130
Secondary
Merchant
www.secondarymerchant.com
110-1
Secondary
Merchant
110-2
Secondary
Merchant
110-k

FIG. 1

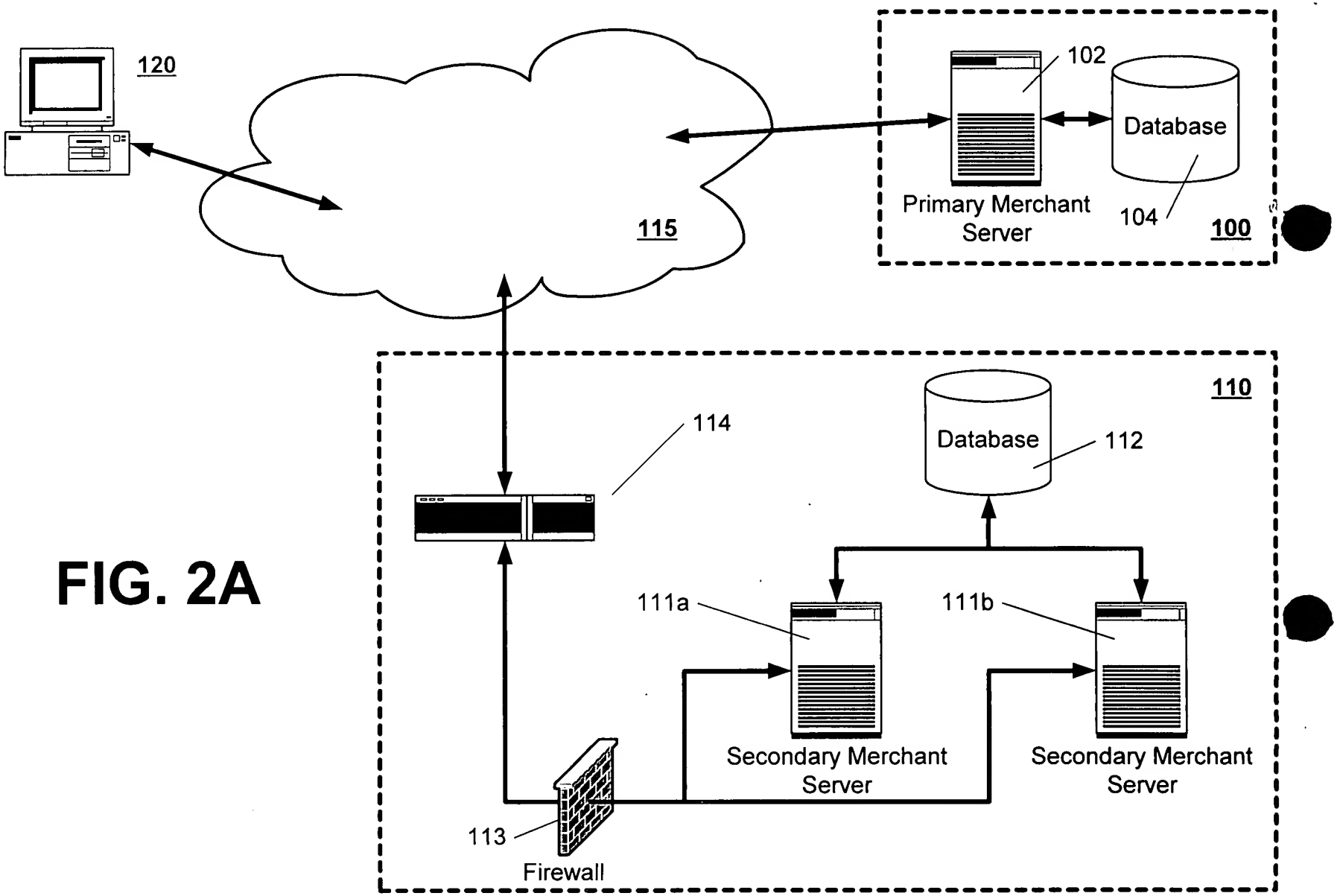

120
115
102
Database
Primary Merchant Server
104
100
110
114
Database
112
111a
111b
Secondary Merchant Server
Secondary Merchant Server
113
Firewall

FIG. 2A

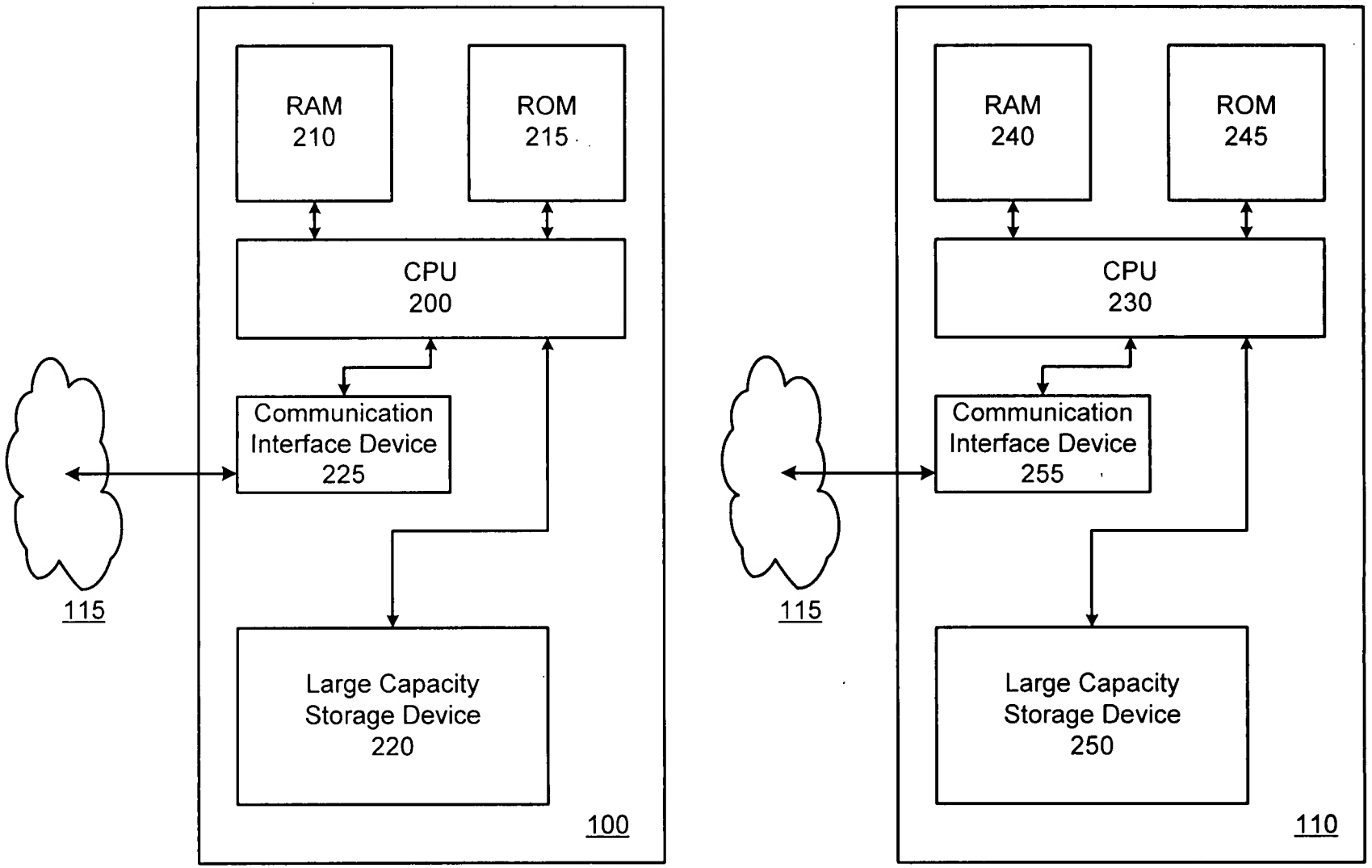

RAM
210
ROM
215
CPU
200
Communication
Interface Device
225
115
Large Capacity
Storage Device
220
100
RAM
240
ROM
245
CPU
230
Communication
Interface Device
255
115
Large Capacity
Storage Device
250
110

FIG. 2B

```
<Schema name="CreditCardSchema"
      xmlns="urn:schemas-microsoft-com:xml-data">

      <ElementType name='systemInfo' content='mixed'>
            <AttributeType name='HTTPS' />
            <AttributeType name='remoteAddr' />
            <AttributeType name='localAddr' />

            <attribute type='HTTPS'/>
            <attribute type='remoteAddr'/>
            <attribute type='localAddr' />
      </ElementType>

      <ElementType name='name'>
            <AttributeType name='title' />
            <AttributeType name='firstName' />
            <AttributeType name='middleName' />
            <AttributeType name='lastName' />
            <AttributeType name='suffix' />

            <attribute type='title'/>
            <attribute type='firstName'/>
            <attribute type='middleName' />
            <attribute type='lastName'/>
            <attribute type='suffix' />
      </ElementType>

      <ElementType name='address'>
            <AttributeType name='addr1' />
            <AttributeType name='addr2' />
            <AttributeType name='city' />
            <AttributeType name='state' />
            <AttributeType name='zip' />

            <attribute type='addr1' />
            <attribute type='addr2' />
            <attribute type='city' />
            <attribute type='state' />
            <attribute type='zip' />
      </ElementType>

      <ElementType name='orderNumber' />
      <ElementType name='affiliateCode' />
      <ElementType name='affiliate'>
            <element type='orderNumber' />
            <element type='affiliateCode' />
      </ElementType>

      <ElementType name='creditCard'>
            <AttributeType name='expiration'/>
            <AttributeType name='cardNumber'/>
            <attribute type='expiration'/>
            <attribute type='cardNumber'/>
      </ElementType>
```

FIG. 3A

```
        <AttributeType name='ext'/>
        <ElementType name='dayPhone'>
              <attribute type='ext'/>
        </ElementType>

        <ElementType name='companyName' />
        <ElementType name='email'/>
        <ElementType name='purchaser'>
              <element type='name'/>
              <element type='address'/>
              <element type='companyName'/>
              <element type='dayPhone'/>
              <element type='email'/>
              <element type='creditCard'/>
        </ElementType>

        <AttributeType name='token'/>
        <ElementType name='CreditCardInfo' content='mixed'>
              <attribute type='token' />
              <element type='systemInfo'/>
              <element type='purchaser' />
              <element type='affiliate'/>
        </ElementType>
  </Schema>
```

FIG. 3B

```
<?xml version="1.0"?>
<CreditCardInfo xmlns="x-schema:http://newsub.com/CreditCardSchema.xml"
token='1234' >
      <systemInfo
            HTTPS='off'
            remoteAddr='4.21.131.234'
            localAddr='4.21.131.234' >
      </systemInfo>

      <purchaser>
            <name
                  title='Mr.'
                  firstName='Alan'
                  middleName='P'
                  lastName='Bierdermieyer'
                  suffix='Sr.' >
            </name>

            <companyName>'Some Company'</companyName>
            <dayPhone ext='undefined'>'310-555-1212'</dayPhone>

            <email>'alan@nobody.com'</email>

            <creditCard
                  cardNumber='123 4444 4545 6666'
                  expiration='12/1999' >
            </creditCard>

            <address
                  addr1='38 First Street'
                  addr2='Apt. 401'
                  city='Anytown'
                  state='MG'
                  zip='98765'>
            </address>
      </purchaser>

      <affiliate>
            <orderNumber>'1'</orderNumber>
            <affiliateCode>'1'</affiliateCode>
      </affiliate>
</CreditCardInfo>
```

FIG. 4

668027 "2E2254G0

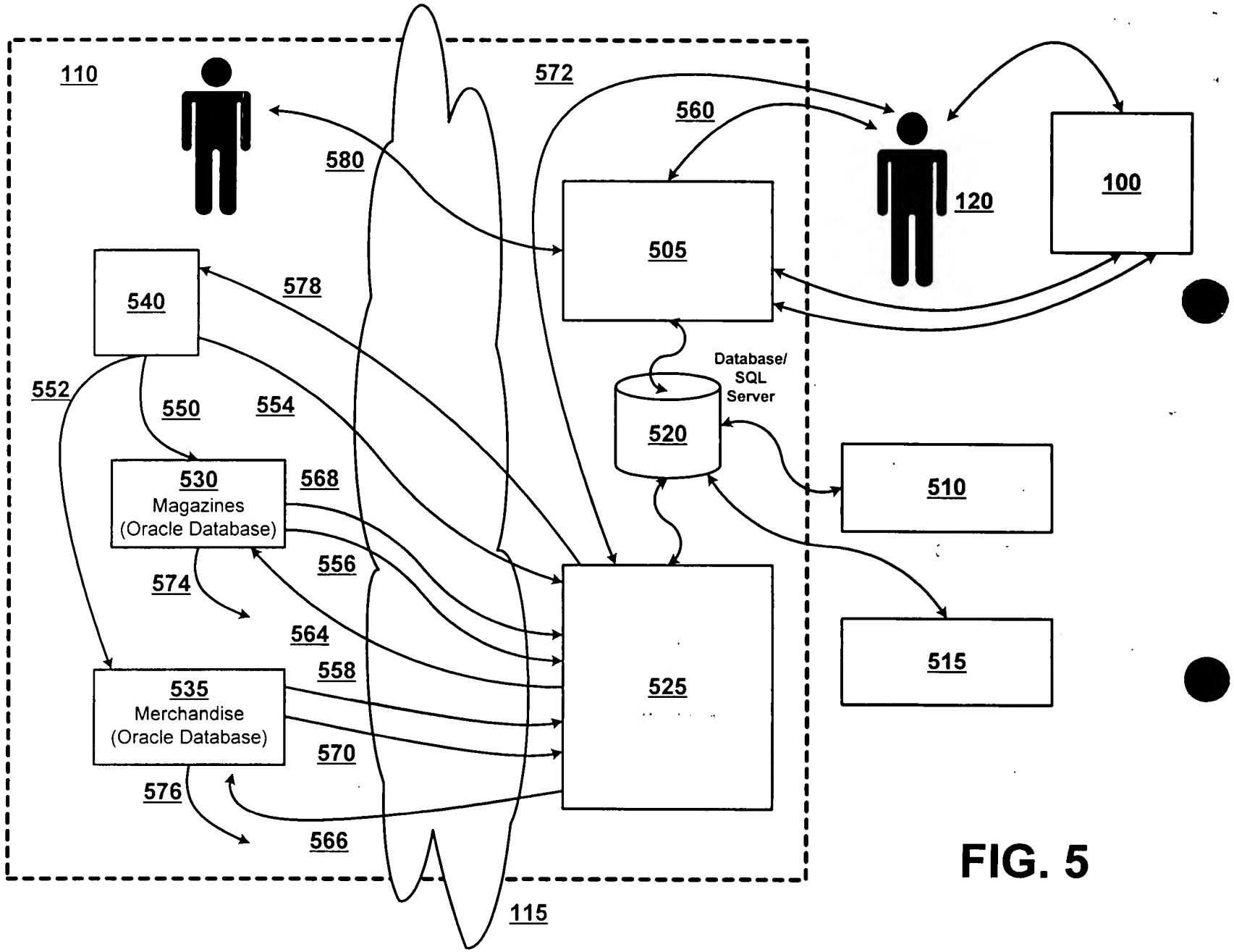
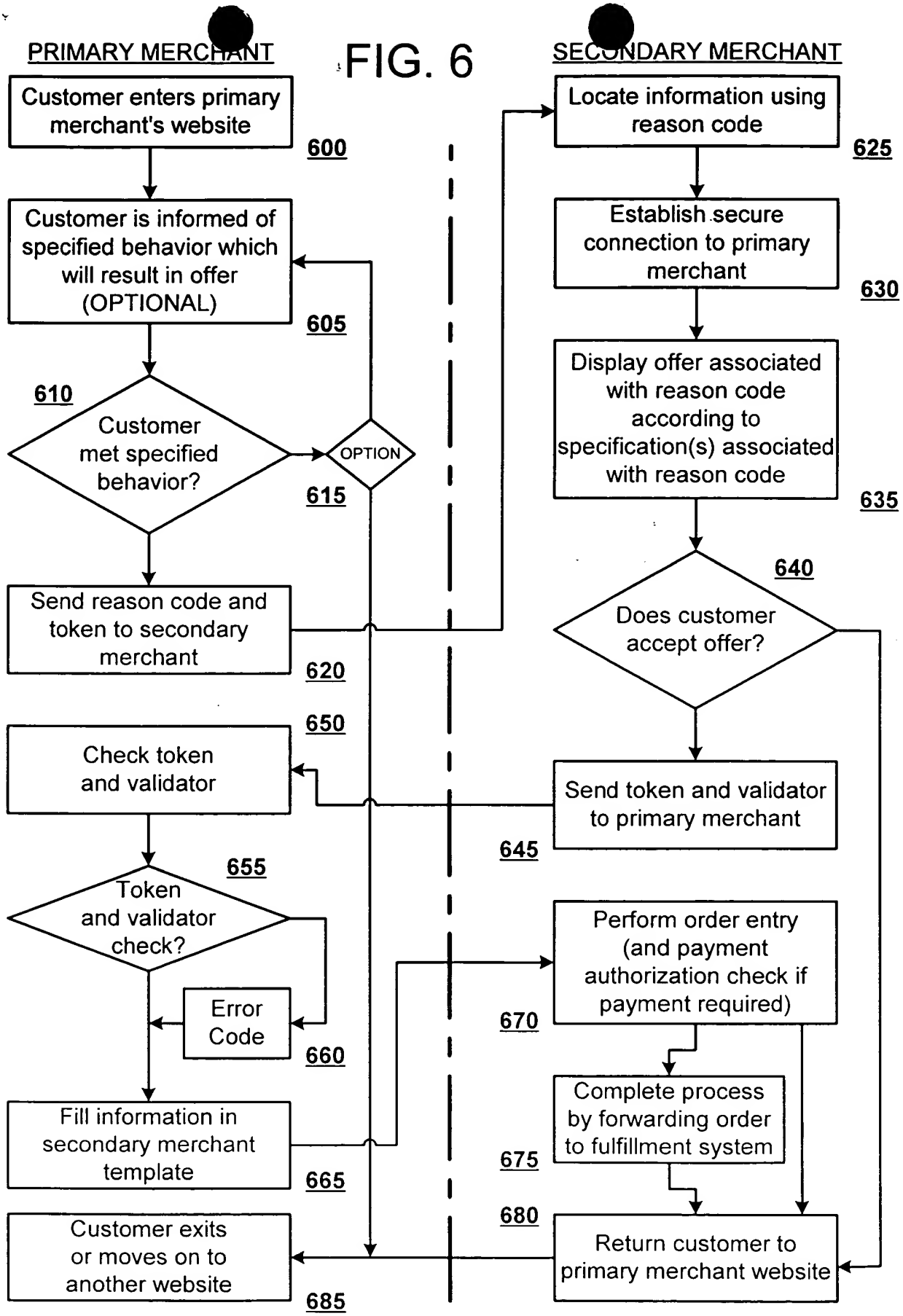


FIG. 5

FIG. 6


PRIMARY MERCHANT
SECONDARY MERCHANT
Customer enters primary merchant's website
600
Customer is informed of specified behavior which will result in offer (OPTIONAL)
605
610
Customer met specified behavior?
OPTION
615
Send reason code and token to secondary merchant
620
Locate information using reason code
625
Establish secure connection to primary merchant
630
Display offer associated with reason code according to specification(s) associated with reason code
635
640
Does customer accept offer?
650
Check token and validator
Send token and validator to primary merchant
645
655
Token and validator check?
Error Code
660
Perform order entry (and payment authorization check if payment required)
670
Complete process by forwarding order to fulfillment system
675
Fill information in secondary merchant template
665
680
Customer exits or moves on to another website
685
Return customer to primary merchant website

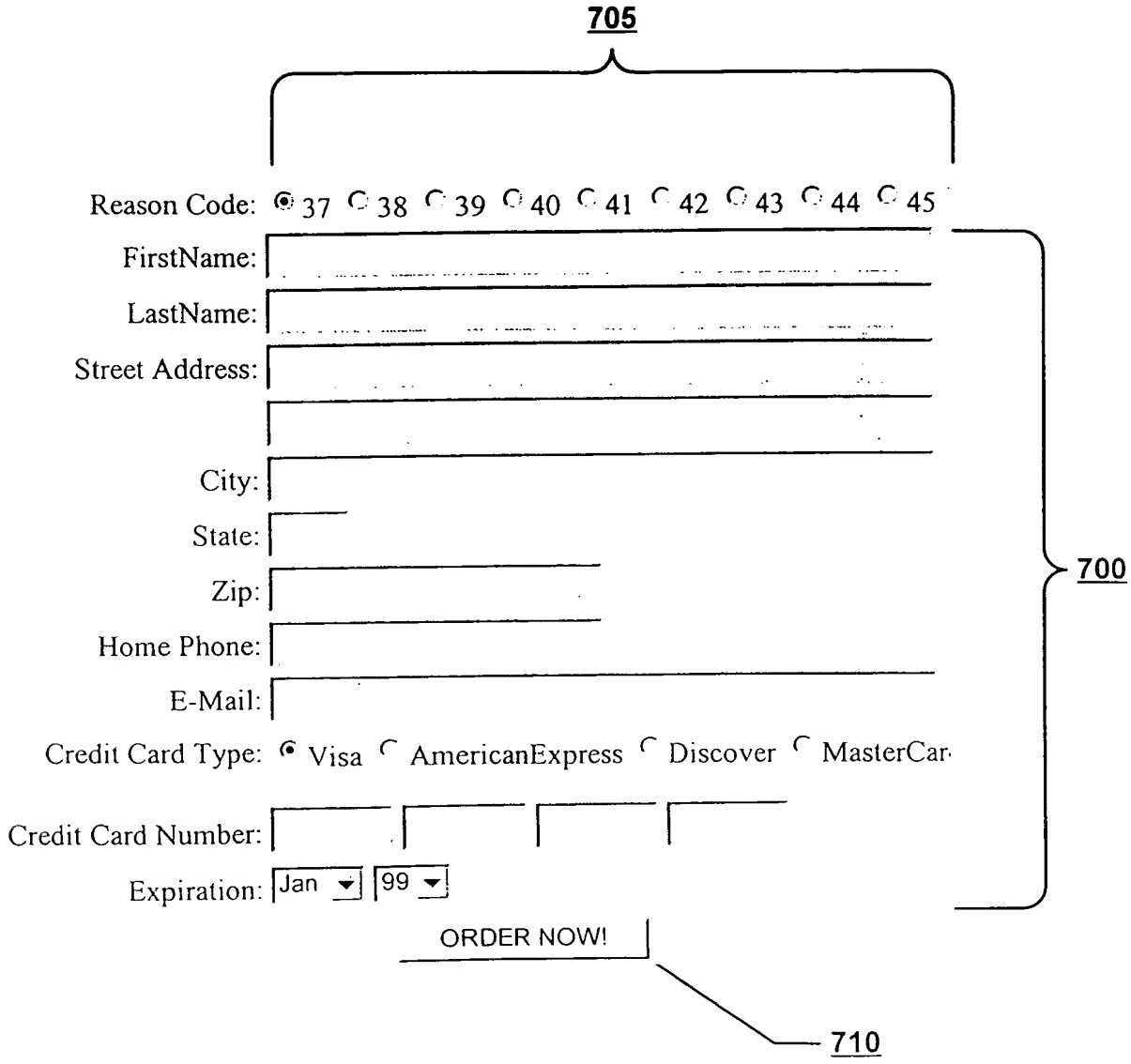

705
Reason Code: 37 38 39 40 41 42 43 44 45
FirstName:
LastName:
Street Address:
City:
State:
Zip:
Home Phone:
E-Mail:
Credit Card Type: Visa AmericanExpress Discover MasterCar
Credit Card Number:
Expiration: Jan 99
ORDER NOW!
700
710

FIG. 7

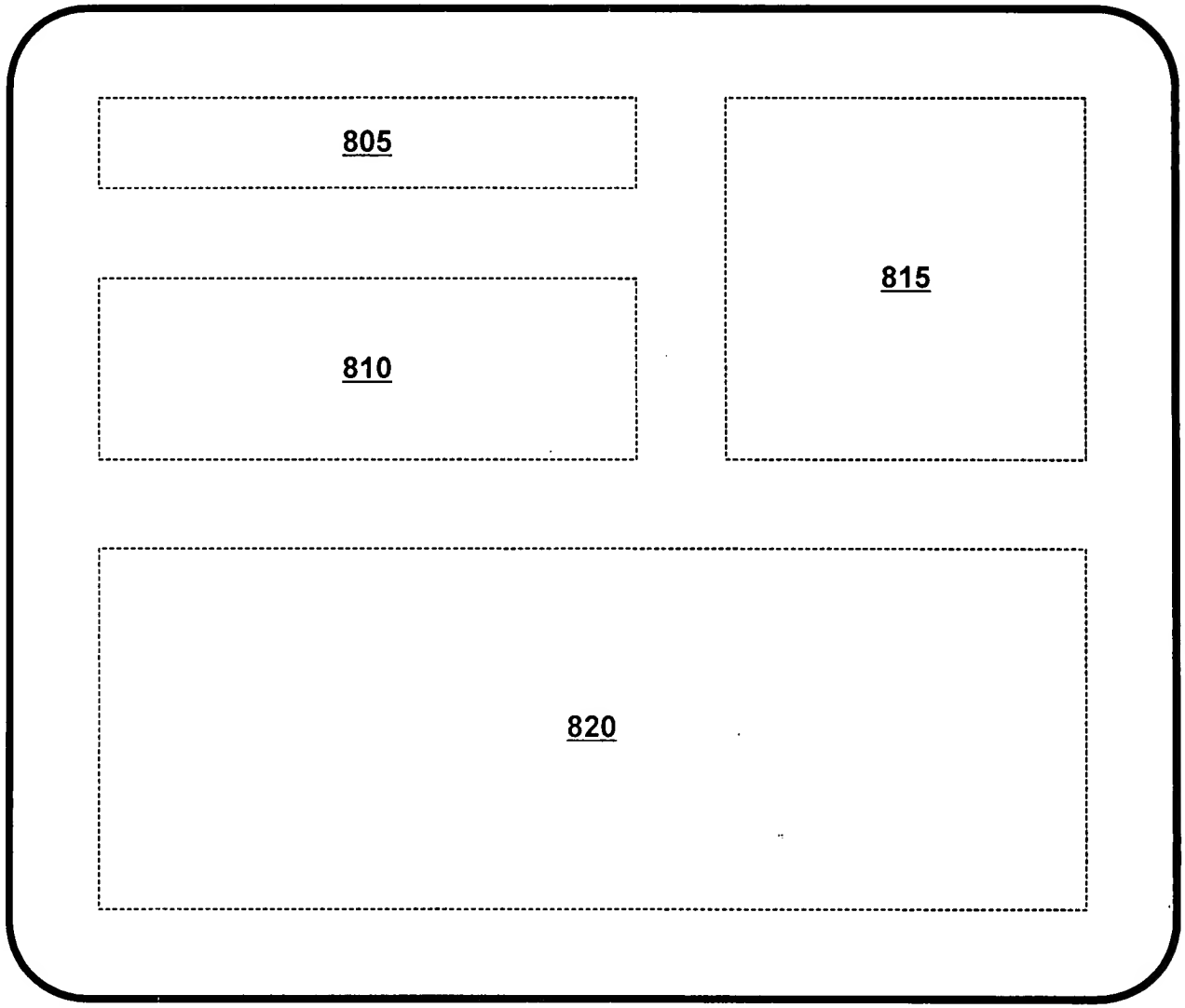


FIG. 8

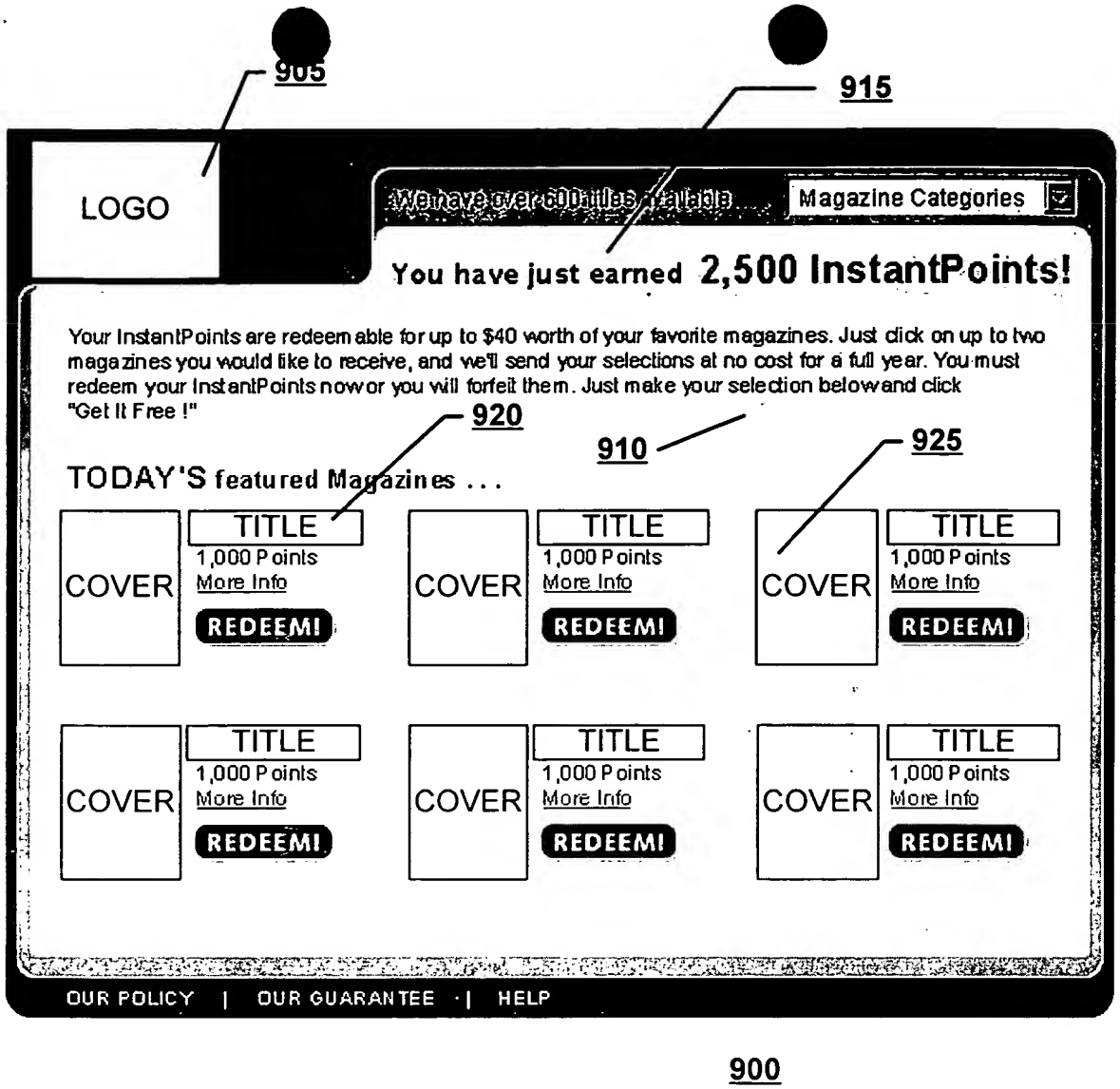

905
915
LOGO
We have over 600 titles available
Magazine Categories
You have just earned 2,500 InstantPoints!
Your InstantPoints are redeemable for up to $40 worth of your favorite magazines. Just click on up to two magazines you would like to receive, and we'll send your selections at no cost for a full year. You must redeem your InstantPoints now or you will forfeit them. Just make your selection below and click "Get It Free !"
920
910
925
TODAY'S featured Magazines . . .
COVER
TITLE
1,000 Points
More Info
REDEEM!
OUR POLICY | OUR GUARANTEE | HELP
900

FIG. 9

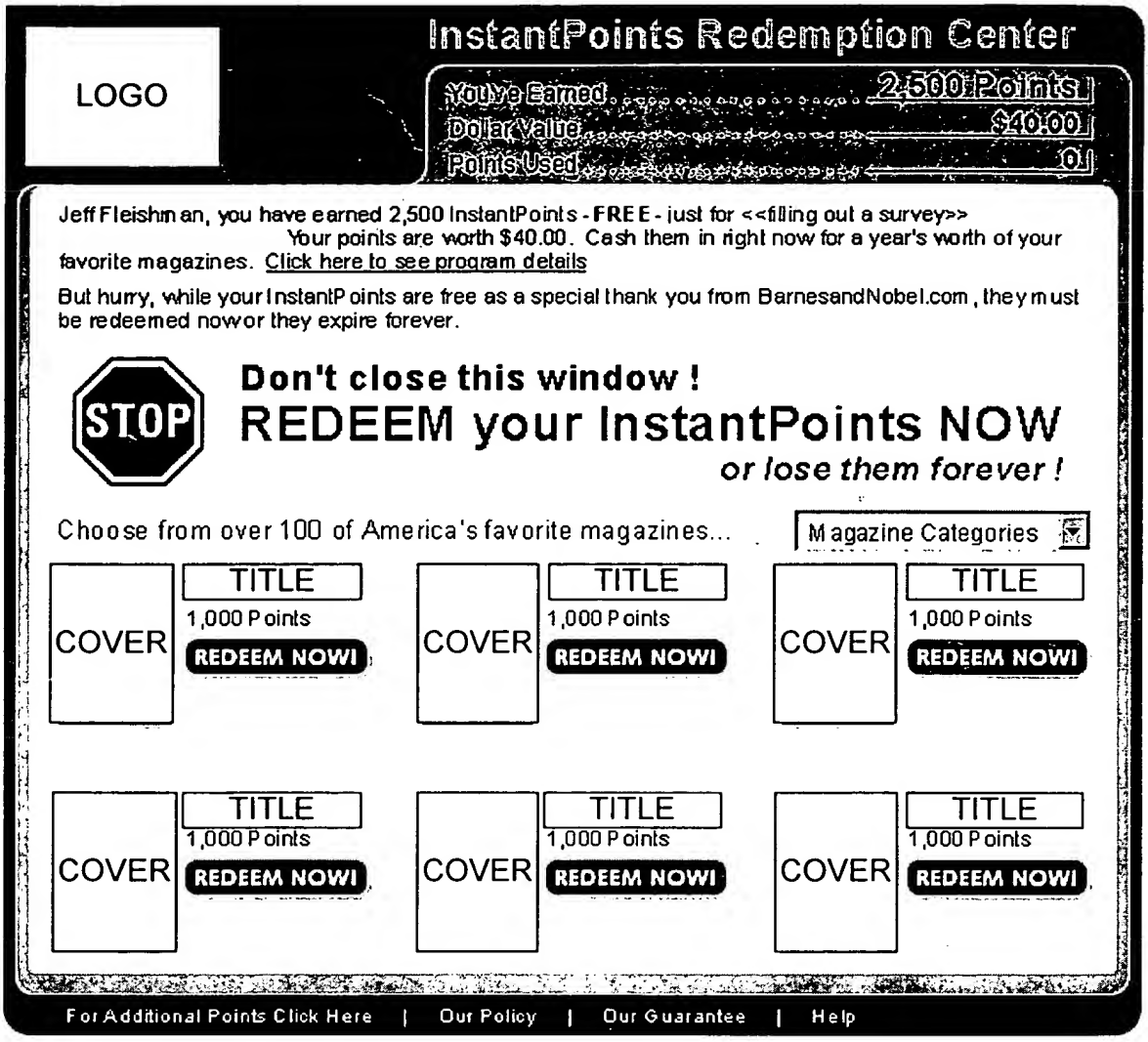

InstantPoints Redemption Center
LOGO
You've Earned 2,500 Points
Dollar Value $40.00
Points Used 0
Jeff Fleishman, you have earned 2,500 InstantPoints - FREE - just for <<filling out a survey>>
Your points are worth $40.00. Cash them in right now for a year's worth of your favorite magazines. Click here to see program details
But hurry, while your InstantPoints are free as a special thank you from BarnesandNobel.com, they must be redeemed nowor they expire forever.
STOP
Don't close this window !
REDEEM your InstantPoints NOW
or lose them forever !
Choose from over 100 of America's favorite magazines...
Magazine Categories
COVER
TITLE
1,000 Points
REDEEM NOW!
For Additional Points Click Here | Our Policy | Our Guarantee | Help

FIG.10

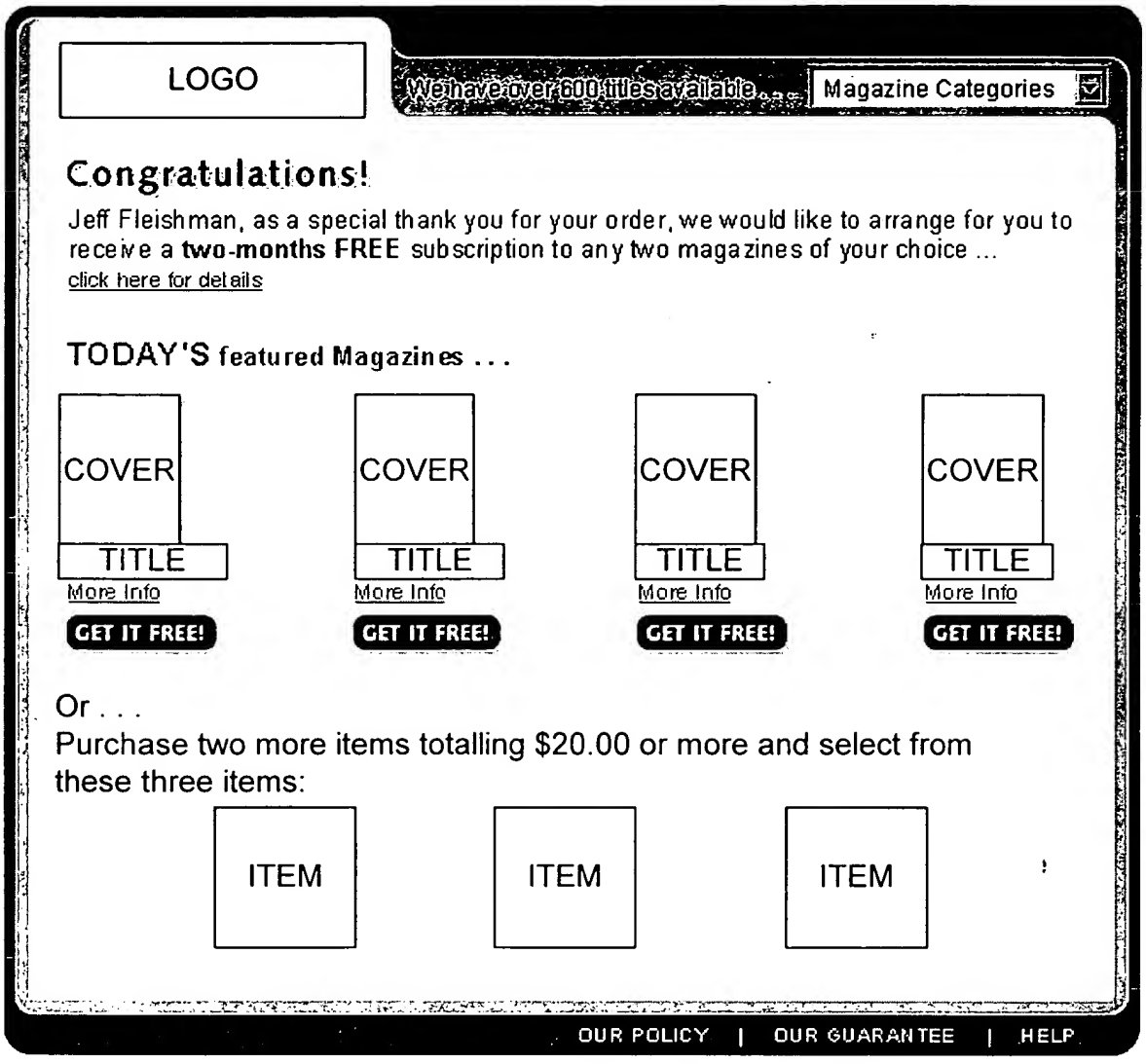

LOGO
We have over 600 titles available . . .
Magazine Categories
Congratulations!
Jeff Fleishman, as a special thank you for your order, we would like to arrange for you to receive a two-months FREE subscription to any two magazines of your choice ...
click here for details
TODAY'S featured Magazines . . .
COVER
TITLE
More Info
GET IT FREE!
COVER
TITLE
More Info
GET IT FREE!
COVER
TITLE
More Info
GET IT FREE!
COVER
TITLE
More Info
GET IT FREE!
Or . . .
Purchase two more items totalling $20.00 or more and select from these three items:
ITEM
ITEM
ITEM
OUR POLICY | OUR GUARANTEE | HELP

FIG. 11

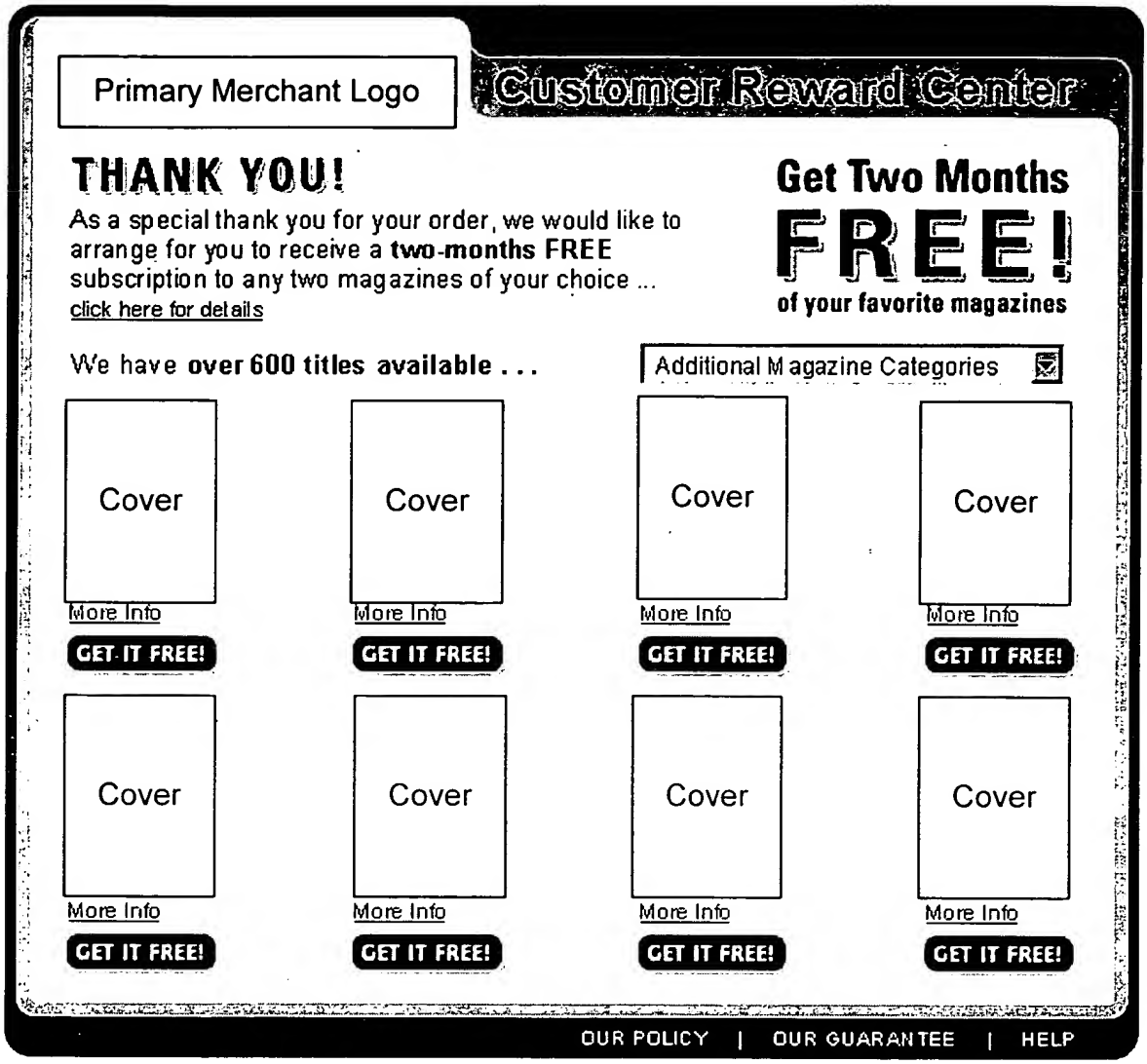

Primary Merchant Logo
Customer Reward Center
THANK YOU!
As a special thank you for your order, we would like to arrange for you to receive a two-months FREE subscription to any two magazines of your choice ...
click here for details
Get Two Months
FREE!
of your favorite magazines
We have over 600 titles available . . .
Additional Magazine Categories
Cover
More Info
GET IT FREE!
OUR POLICY | OUR GUARANTEE | HELP

FIG. 12

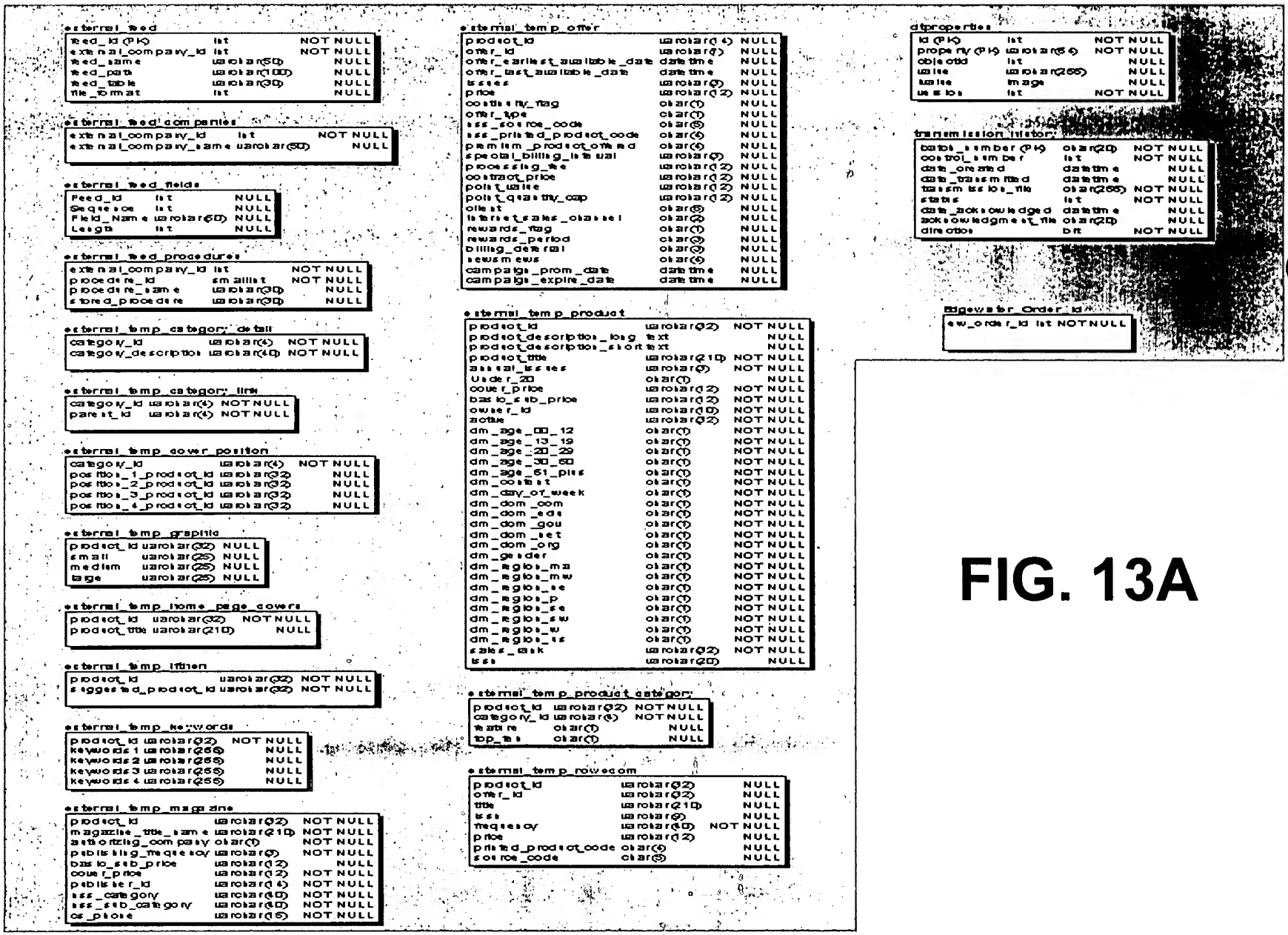

external_feed
feed_id (PK) int NOT NULL
external_company_id int NOT NULL
feed_name varchar(50) NULL
feed_path varchar(100) NULL
feed_table varchar(30) NULL
file_format int NULL
external_feed_companies
external_company_id int NOT NULL
external_company_name varchar(50) NULL
external_feed_fields
Feed_id int NULL
Sequence int NULL
Field_Name varchar(50) NULL
Length int NULL
external_feed_procedures
external_company_id int NOT NULL
procedure_id smallint NOT NULL
procedure_name varchar(30) NULL
stored_procedure varchar(30) NULL
external_temp_category_detail
category_id varchar(4) NOT NULL
category_description varchar(40) NOT NULL
external_temp_category_link
category_id varchar(4) NOT NULL
parent_id varchar(4) NOT NULL
external_temp_cover_position
category_id varchar(4) NOT NULL
position_1_product_id varchar(32) NULL
position_2_product_id varchar(32) NULL
position_3_product_id varchar(32) NULL
position_4_product_id varchar(32) NULL
external_temp_graphic
product_id varchar(32) NULL
small varchar(25) NULL
medium varchar(25) NULL
large varchar(25) NULL
external_temp_home_page_covers
product_id varchar(32) NOT NULL
product_title varchar(210) NULL
external_temp_kitten
product_id varchar(32) NOT NULL
suggested_product_id varchar(32) NOT NULL
external_temp_keywords
product_id varchar(32) NOT NULL
keywords1 varchar(255) NULL
keywords2 varchar(255) NULL
keywords3 varchar(255) NULL
keywords4 varchar(255) NULL
external_temp_magazine
product_id varchar(32) NOT NULL
magazine_title_name varchar(210) NOT NULL
authorizing_company char(1) NOT NULL
publishing_frequency varchar(9) NOT NULL
basic_sub_price varchar(12) NULL
cover_price varchar(12) NOT NULL
publisher_id varchar(14) NOT NULL
iss_category varchar(40) NOT NULL
iss_sub_category varchar(40) NOT NULL
cs_phone varchar(15) NOT NULL
external_temp_offer
product_id varchar(14) NULL
offer_id varchar(9) NULL
offer_earliest_available_date datetime NULL
offer_last_available_date datetime NULL
issues varchar(9) NULL
price varchar(12) NULL
cost_qualifying_flag char(1) NULL
offer_type char(1) NULL
iss_source_code char(5) NULL
iss_printed_product_code char(4) NULL
premium_product_offered char(4) NULL
special_billing_letter varchar(9) NULL
processing_fee varchar(12) NULL
contract_price varchar(12) NULL
point_value varchar(12) NULL
point_quantity_cap varchar(12) NULL
offer1 char(5) NULL
internet_sales_channel char(2) NULL
rewards_flag char(1) NULL
rewards_period char(1) NULL
billing_deferral char(3) NULL
newsnews char(6) NULL
campaign_prom_date datetime NULL
campaign_expire_date datetime NULL
external_temp_product
product_id varchar(32) NOT NULL
product_description_long text NULL
product_description_short text NULL
product_title varchar(210) NOT NULL
external_issues varchar(9) NOT NULL
Under_20 char(1) NULL
cover_price varchar(12) NOT NULL
basic_sub_price varchar(12) NOT NULL
owner_id varchar(10) NOT NULL
active varchar(32) NOT NULL
dm_age_00_12 char(1) NOT NULL
dm_age_13_19 char(1) NOT NULL
dm_age_20_29 char(1) NOT NULL
dm_age_30_50 char(1) NOT NULL
dm_age_51_plus char(1) NOT NULL
dm_contest char(1) NOT NULL
dm_day_of_week char(1) NOT NULL
dm_dom_com char(1) NOT NULL
dm_dom_edu char(1) NOT NULL
dm_dom_gov char(1) NOT NULL
dm_dom_net char(1) NOT NULL
dm_dom_org char(1) NOT NULL
dm_gender char(1) NOT NULL
dm_region_ma char(1) NOT NULL
dm_region_mw char(1) NOT NULL
dm_region_ne char(1) NOT NULL
dm_region_p char(1) NOT NULL
dm_region_se char(1) NOT NULL
dm_region_sw char(1) NOT NULL
dm_region_w char(1) NOT NULL
dm_region_us char(1) NOT NULL
sales_rank varchar(32) NOT NULL
isss varchar(20) NULL
external_temp_product_category
product_id varchar(32) NOT NULL
category_id varchar(4) NOT NULL
feature char(1) NULL
top_ten char(1) NULL
external_temp_rowecom
product_id varchar(32) NULL
offer_id varchar(32) NULL
title varchar(210) NULL
isss varchar(9) NULL
frequency varchar(10) NOT NULL
price varchar(12) NULL
printed_product_code char(4) NULL
source_code char(5) NULL
dtproperties
id (PK) int NOT NULL
property (PK) varchar(64) NOT NULL
objectid int NULL
value varchar(255) NULL
value image NULL
uvalue int NOT NULL
transmission_history
batch_number (PK) char(20) NOT NULL
control_number int NOT NULL
date_created datetime NULL
date_transmitted datetime NULL
transmission_file char(255) NOT NULL
status int NOT NULL
date_acknowledged datetime NULL
acknowledgment_file char(20) NULL
direction bit NOT NULL
Ridgewater_Order_Id
new_order_id int NOT NULL

FIG. 13A

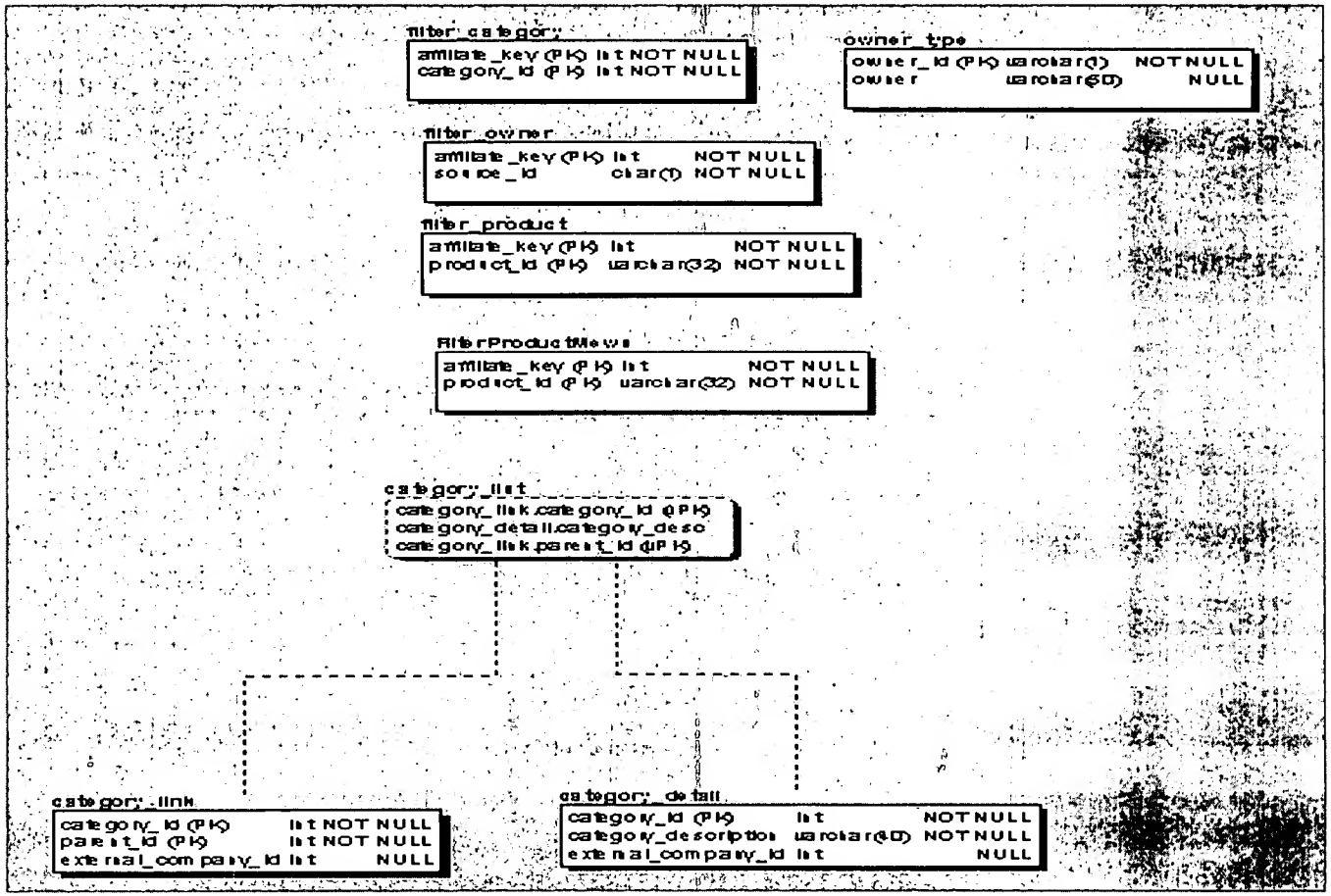

filter_category
affiliate_key (PK) int NOT NULL
category_id (PK) int NOT NULL
owner_type
owner_id (PK) varchar(1) NOT NULL
owner varchar(50) NULL
filter_owner
affiliate_key (PK) int NOT NULL
source_id char(1) NOT NULL
filter_product
affiliate_key (PK) int NOT NULL
product_id (PK) varchar(32) NOT NULL
FilterProductView
affiliate_key (PK) int NOT NULL
product_id (PK) varchar(32) NOT NULL
category_list
category_link.category_id (PK)
category_detail.category_deso
category_link.parent_id (PK)
category_link
category_id (PK) int NOT NULL
parent_id (PK) int NOT NULL
external_company_id int NULL
category_detail
category_id (PK) int NOT NULL
category_description varchar(50) NOT NULL
external_company_id int NULL

FIG. 13B

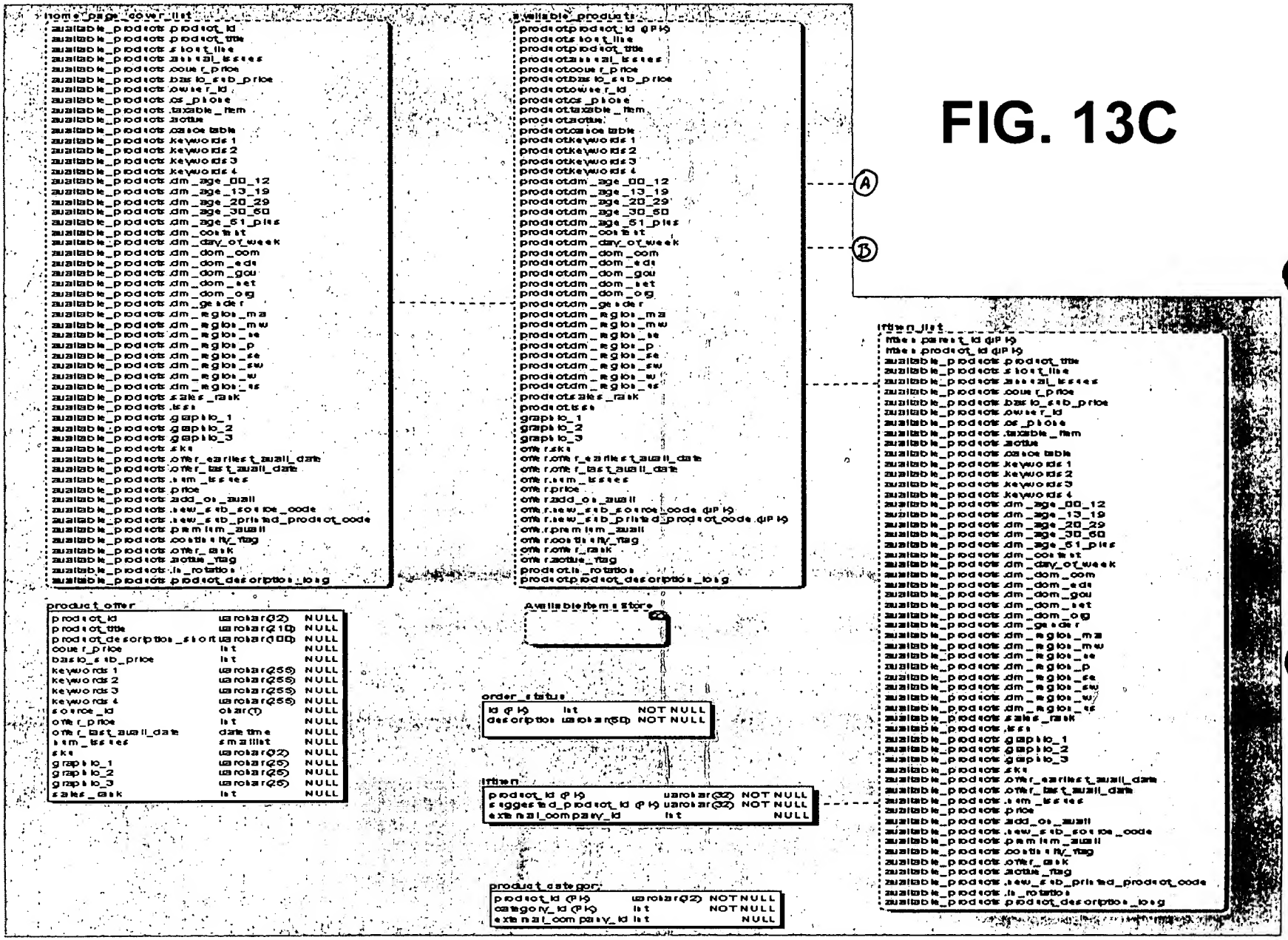
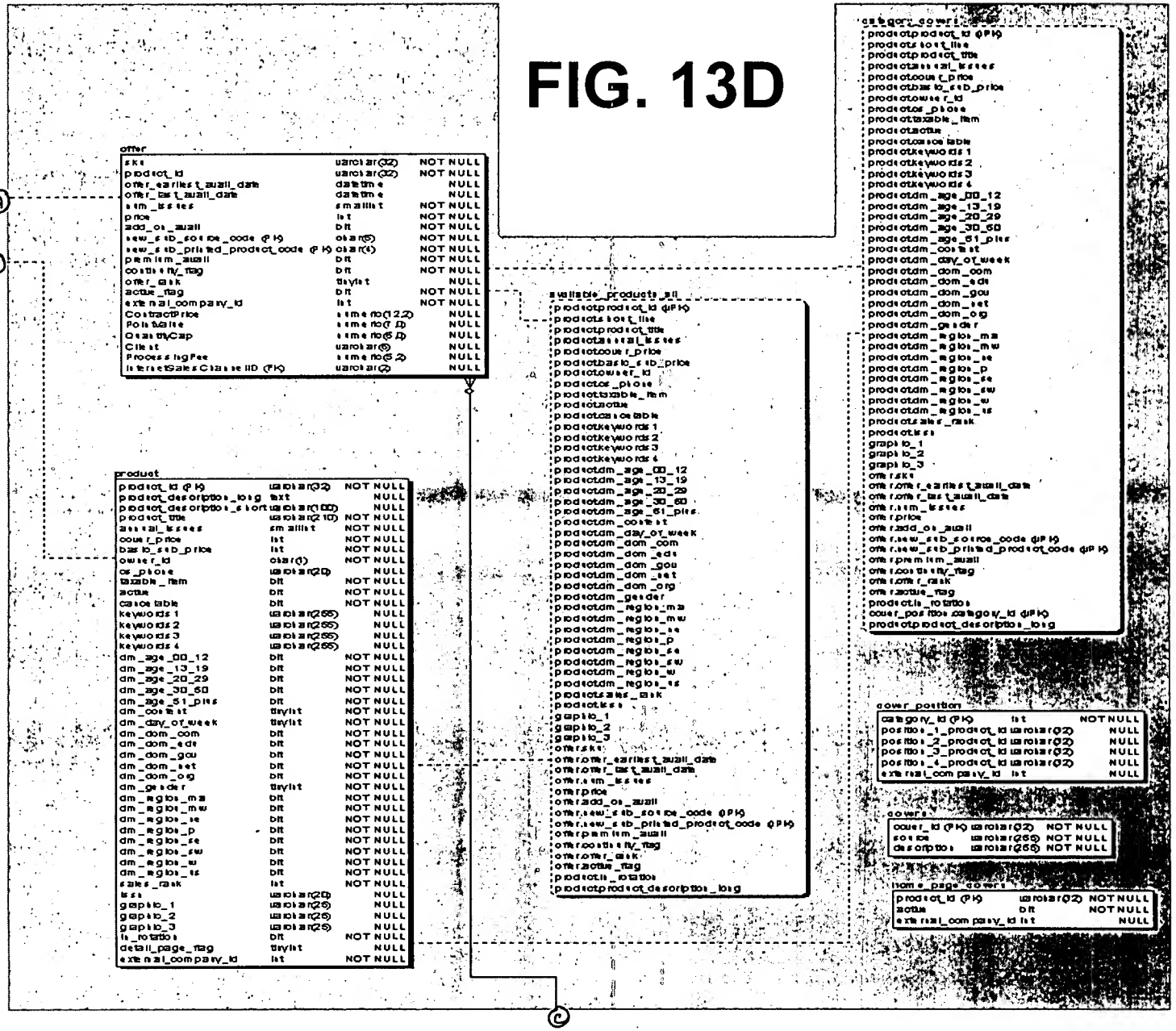

home_page_cover_list
available_products
product_id
product_title
short_title
original_issues
cover_price
basic_sub_price
owner_id
cs_phone
taxable_item
active
cache table
keywords 1
keywords 2
keywords 3
keywords 4
dm_age_00_12
dm_age_13_19
dm_age_20_29
dm_age_30_60
dm_age_61_plus
dm_contest
dm_day_of_week
dm_dom_com
dm_dom_edu
dm_dom_gov
dm_dom_net
dm_dom_org
dm_gender
dm_reglos_ma
dm_reglos_mw
dm_reglos_ne
dm_reglos_p
dm_reglos_se
dm_reglos_sw
dm_reglos_w
dm_reglos_ws
sales_rank
isss
graphic_1
graphic_2
graphic_3
sku
offer_earliest_avail_date
offer_last_avail_date
item_issues
price
add_os_avail
new_sub_source_code
new_sub_printed_product_code
premium_avail
coastality_flag
offer_rank
active_flag
is_rotation
product_description_long
product_id (PK)
short_title
product_title
original_issues
cover_price
basic_sub_price
owner_id
cs_phone
taxable_item
active
cache table
keywords 1
keywords 2
keywords 3
keywords 4
dm_age_00_12
dm_age_13_19
dm_age_20_29
dm_age_30_60
dm_age_61_plus
dm_contest
dm_day_of_week
dm_dom_com
dm_dom_edu
dm_dom_gov
dm_dom_net
dm_dom_org
dm_gender
dm_reglos_ma
dm_reglos_mw
dm_reglos_ne
dm_reglos_p
dm_reglos_se
dm_reglos_sw
dm_reglos_w
dm_reglos_ws
sales_rank
isss
graphic_1
graphic_2
graphic_3
sku
offer.offer_earliest_avail_date
offer.offer_last_avail_date
offer.item_issues
offer.price
offer.add_os_avail
offer.new_sub_source_code (FK)
offer.new_sub_printed_product_code (FK)
offer.premium_avail
offer.coastality_flag
offer.offer_rank
offer.active_flag
is_rotation
product_description_long
A
B
item_list
titles parent_id (FK)
titles product_id (FK)
available_products.product_title
available_products.short_title
available_products.original_issues
available_products.cover_price
available_products.basic_sub_price
available_products.owner_id
available_products.cs_phone
available_products.taxable_item
available_products.active
available_products.cache table
available_products.keywords 1
available_products.keywords 2
available_products.keywords 3
available_products.keywords 4
available_products.dm_age_00_12
available_products.dm_age_13_19
available_products.dm_age_20_29
available_products.dm_age_30_60
available_products.dm_age_61_plus
available_products.dm_contest
available_products.dm_day_of_week
available_products.dm_dom_com
available_products.dm_dom_edu
available_products.dm_dom_gov
available_products.dm_dom_net
available_products.dm_dom_org
available_products.dm_gender
available_products.dm_reglos_ma
available_products.dm_reglos_mw
available_products.dm_reglos_ne
available_products.dm_reglos_p
available_products.dm_reglos_se
available_products.dm_reglos_sw
available_products.dm_reglos_w
available_products.dm_reglos_ws
available_products.sales_rank
available_products.isss
available_products.graphic_1
available_products.graphic_2
available_products.graphic_3
available_products.sku
available_products.offer_earliest_avail_date
available_products.offer_last_avail_date
available_products.item_issues
available_products.price
available_products.add_os_avail
available_products.new_sub_source_code
available_products.premium_avail
available_products.coastality_flag
available_products.offer_rank
available_products.active_flag
available_products.new_sub_printed_product_code
available_products.is_rotation
available_products.product_description_long
product_offer
product_id varchar(32) NULL
product_title varchar(210) NULL
product_description_short varchar(100) NULL
cover_price int NULL
basic_sub_price int NULL
keywords 1 varchar(255) NULL
keywords 2 varchar(255) NULL
keywords 3 varchar(255) NULL
keywords 4 varchar(255) NULL
source_id char(7) NULL
offer_price int NULL
offer_last_avail_date date time NULL
item_issues smallint NULL
sku varchar(32) NULL
graphic_1 varchar(255) NULL
graphic_2 varchar(255) NULL
graphic_3 varchar(255) NULL
sales_rank int NULL
AvailableItemStore
order_status
id (PK) int NOT NULL
description varchar(50) NOT NULL
item
product_id (PK) varchar(32) NOT NULL
suggested_product_id (PK) varchar(32) NOT NULL
external_company_id int NULL
product_category
product_id (PK) varchar(32) NOT NULL
category_id (PK) int NOT NULL
external_company_id int NULL

FIG. 13C

FIG. 13D


A
B
C
offer
sku
product_id
offer_earliest_availl_date
offer_last_availl_date
item_lesses
price
add_os_availl
new_stb_source_code (PK)
new_stb_printed_product_code (PK)
premium_availl
costtest_flag
offer_rank
active_flag
external_company_id
ContractPrice
PolitaLite
GreatUnitCap
CMat
ProcessingFee
InternetSalesCatalogueID (FK)
product
product_id (PK)
product_description_long
product_description_short
product_title
last_retail_lesses
cover_price
basic_stb_price
owner_id
os_phone
taxable_item
active
cases table
keywords 1
keywords 2
keywords 3
keywords 4
dm_age_00_12
dm_age_13_19
dm_age_20_29
dm_age_30_60
dm_age_61_plus
dm_costtest
dm_day_of_week
dm_dom_com
dm_dom_edu
dm_dom_gou
dm_dom_net
dm_dom_org
dm_gender
dm_regios_ma
dm_regios_mw
dm_regios_ne
dm_regios_p
dm_regios_se
dm_regios_sw
dm_regios_w
dm_regios_ws
sales_rank
lists
graphic_1
graphic_2
graphic_3
is_rotation
detail_page_flag
external_company_id
available_products_all
product.product_id (PK)
product.sort_file
product.product_title
product.last_retail_lesses
product.cover_price
product.basic_stb_price
product.owner_id
product.os_phone
product.taxable_item
product.active
product.cases table
product.keywords 1
product.keywords 2
product.keywords 3
product.keywords 4
product.dm_age_00_12
product.dm_age_13_19
product.dm_age_20_29
product.dm_age_30_60
product.dm_age_61_plus
product.dm_costtest
product.dm_day_of_week
product.dm_dom_com
product.dm_dom_edu
product.dm_dom_gou
product.dm_dom_net
product.dm_dom_org
product.dm_gender
product.dm_regios_ma
product.dm_regios_mw
product.dm_regios_ne
product.dm_regios_p
product.dm_regios_se
product.dm_regios_sw
product.dm_regios_w
product.dm_regios_ws
product.sales_rank
product.lists
graphic_1
graphic_2
graphic_3
offer.sku
offer.offer_earliest_availl_date
offer.offer_last_availl_date
offer.item_lesses
offer.price
offer.add_os_availl
offer.new_stb_source_code (PK)
offer.new_stb_printed_product_code (PK)
offer.premium_availl
offer.costtest_flag
offer.offer_rank
offer.active_flag
product.is_rotation
product.product_description_long
category_cover
product.product_id (PK)
product.sort_file
product.product_title
product.last_retail_lesses
product.cover_price
product.basic_stb_price
product.owner_id
product.os_phone
product.taxable_item
product.active
product.cases table
product.keywords 1
product.keywords 2
product.keywords 3
product.keywords 4
product.dm_age_00_12
product.dm_age_13_19
product.dm_age_20_29
product.dm_age_30_60
product.dm_age_61_plus
product.dm_costtest
product.dm_day_of_week
product.dm_dom_com
product.dm_dom_edu
product.dm_dom_gou
product.dm_dom_net
product.dm_dom_org
product.dm_gender
product.dm_regios_ma
product.dm_regios_mw
product.dm_regios_ne
product.dm_regios_p
product.dm_regios_se
product.dm_regios_sw
product.dm_regios_w
product.dm_regios_ws
product.sales_rank
product.lists
graphic_1
graphic_2
graphic_3
offer.sku
offer.offer_earliest_availl_date
offer.offer_last_availl_date
offer.item_lesses
offer.price
offer.add_os_availl
offer.new_stb_source_code (PK)
offer.new_stb_printed_product_code (PK)
offer.premium_availl
offer.costtest_flag
offer.offer_rank
offer.active_flag
product.is_rotation
cover_position.category_id (PK)
product.product_description_long
cover_position
category_id (PK)
position_1_product_id
position_2_product_id
position_3_product_id
position_4_product_id
external_company_id
covers
cover_id (PK)
source
description
home_page_covers
product_id (PK)
active
external_company_id

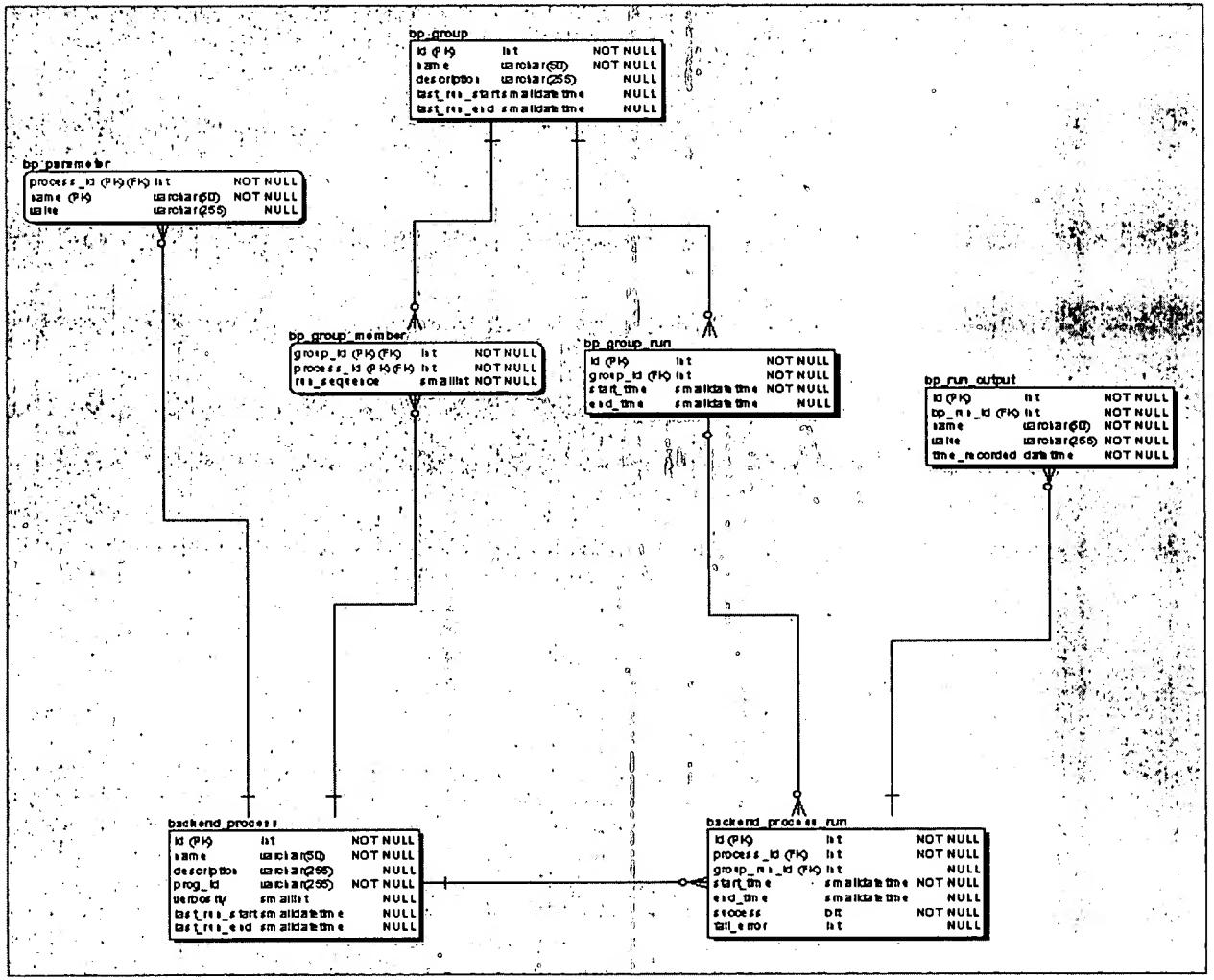

bp_group
id (PK) int NOT NULL
name varchar(50) NOT NULL
description varchar(255) NULL
last_run_start smalldatetime NULL
last_run_end smalldatetime NULL
bp_parameter
process_id (PK)(FK) int NOT NULL
name (PK) varchar(50) NOT NULL
value varchar(255) NULL
bp_group_member
group_id (PK)(FK) int NOT NULL
process_id (PK)(FK) int NOT NULL
run_sequence smallint NOT NULL
bp_group_run
id (PK) int NOT NULL
group_id (FK) int NOT NULL
start_time smalldatetime NOT NULL
end_time smalldatetime NULL
bp_run_output
id (PK) int NOT NULL
bp_run_id (FK) int NOT NULL
name varchar(50) NOT NULL
value varchar(255) NOT NULL
time_recorded datetime NOT NULL
backend_process
id (PK) int NOT NULL
name varchar(50) NOT NULL
description varchar(255) NULL
prog_id varchar(255) NOT NULL
verbosity smallint NULL
last_run_start smalldatetime NULL
last_run_end smalldatetime NULL
backend_process_run
id (PK) int NOT NULL
process_id (FK) int NOT NULL
group_run_id (FK) int NULL
start_time smalldatetime NOT NULL
end_time smalldatetime NULL
success bit NOT NULL
fail_error int NULL

FIG. 13E

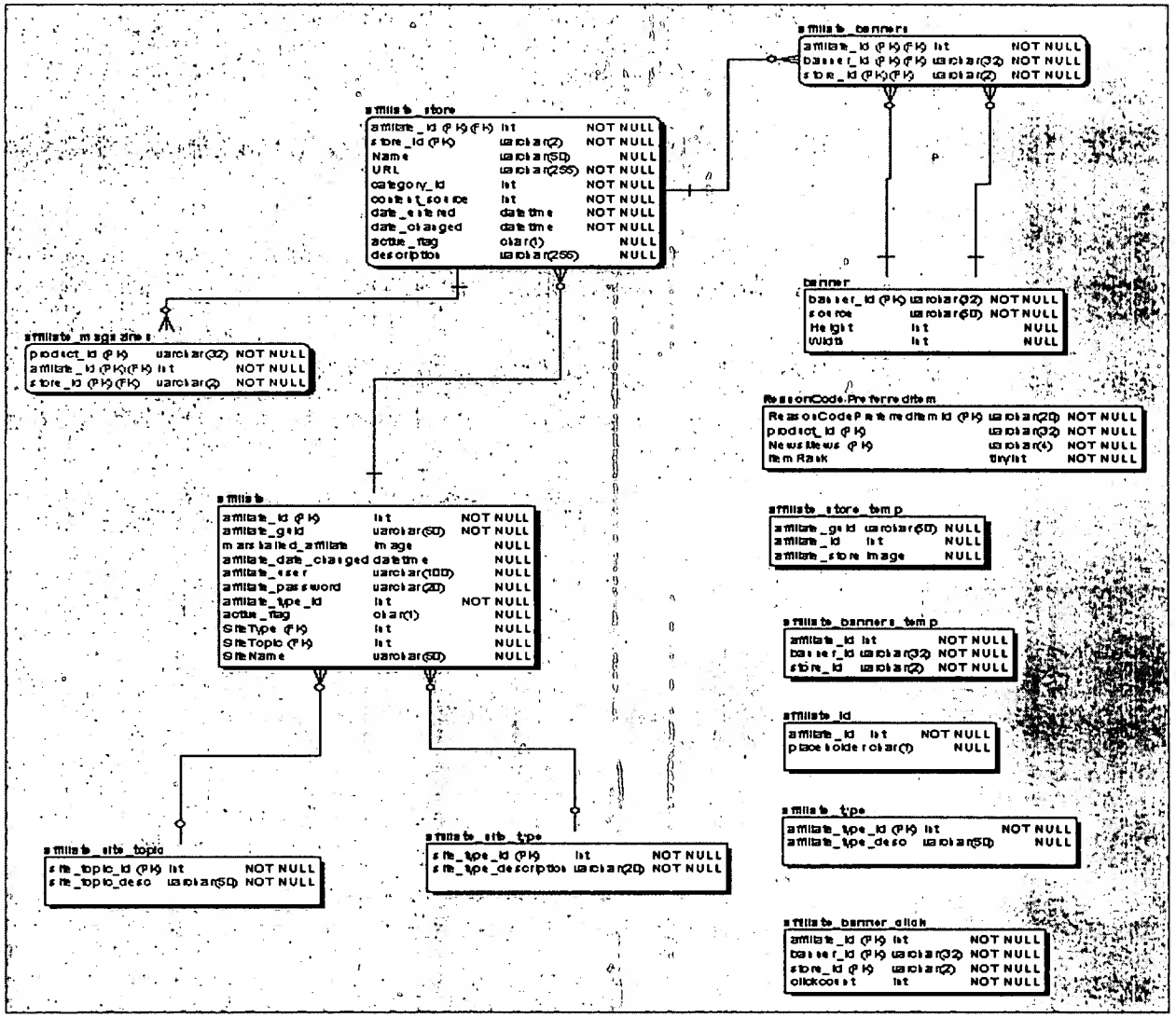

affiliate_banners
affiliate_id (PK)(FK) int NOT NULL
banner_id (PK)(FK) varchar(32) NOT NULL
store_id (PK)(FK) varchar(2) NOT NULL
affiliate_store
affiliate_id (PK)(FK) int NOT NULL
store_id (PK) varchar(2) NOT NULL
Name varchar(50) NULL
URL varchar(255) NOT NULL
category_id int NOT NULL
content_source int NOT NULL
date_entered datetime NOT NULL
date_changed datetime NOT NULL
active_flag char(1) NULL
description varchar(255) NULL
banner
banner_id (PK) varchar(32) NOT NULL
source varchar(50) NOT NULL
Height int NULL
Width int NULL
affiliate_magazines
product_id (PK) varchar(32) NOT NULL
affiliate_id (PK)(FK) int NOT NULL
store_id (PK)(FK) varchar(2) NOT NULL
ReasonCode-Preferreditem
ReasonCodePreferreditem Id (PK) varchar(20) NOT NULL
product_id (PK) varchar(32) NOT NULL
NewsNews (PK) varchar(4) NOT NULL
Item Rank tinyint NOT NULL
affiliate
affiliate_id (PK) int NOT NULL
affiliate_guid varchar(50) NOT NULL
marshalled_affiliate image NULL
affiliate_date_changed datetime NULL
affiliate_user varchar(100) NULL
affiliate_password varchar(20) NULL
affiliate_type_id int NOT NULL
active_flag char(1) NULL
SiteType (FK) int NULL
SiteTopic (FK) int NULL
SiteName varchar(50) NULL
affiliate_store_temp
affiliate_guid varchar(50) NULL
affiliate_id int NULL
affiliate_store image NULL
affiliate_banners_temp
affiliate_id int NOT NULL
banner_id varchar(32) NOT NULL
store_id varchar(2) NOT NULL
affiliate_id
affiliate_id int NOT NULL
placeholder char(1) NULL
affiliate_type
affiliate_type_id (PK) int NOT NULL
affiliate_type_desc varchar(50) NULL
affiliate_site_topic
site_topic_id (PK) int NOT NULL
site_topic_desc varchar(50) NOT NULL
affiliate_site_type
site_type_id (PK) int NOT NULL
site_type_description varchar(20) NOT NULL
affiliate_banner_click
affiliate_id (PK) int NOT NULL
banner_id (PK) varchar(32) NOT NULL
store_id (PK) varchar(2) NOT NULL
clickcount int NOT NULL

FIG. 13F

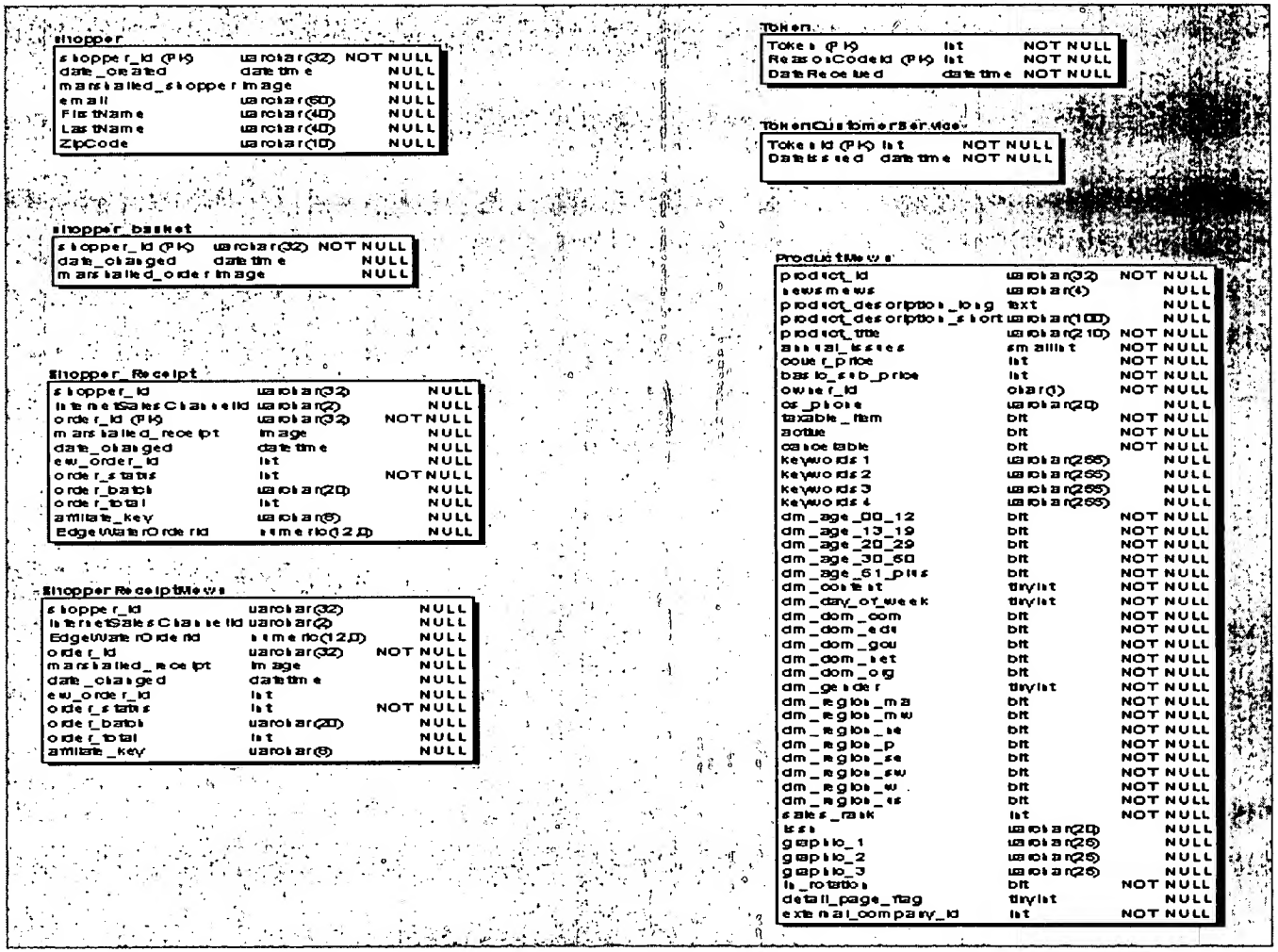

shopper
shopper_id (PK) varchar(32) NOT NULL
date_created datetime NULL
marshalled_shopper image NULL
email varchar(60) NULL
FirstName varchar(40) NULL
LastName varchar(40) NULL
ZipCode varchar(10) NULL
shopper_basket
shopper_id (PK) varchar(32) NOT NULL
date_changed datetime NULL
marshalled_order image NULL
shopper_receipt
shopper_id varchar(32) NULL
InternetSalesChannelId varchar(2) NULL
order_id (PK) varchar(32) NOT NULL
marshalled_receipt image NULL
date_changed datetime NULL
new_order_id bit NULL
order_status bit NOT NULL
order_batch varchar(20) NULL
order_total int NULL
affiliate_key varchar(8) NULL
EdgeWaterOrderId numeric(12,0) NULL
shopperReceiptViews
shopper_id varchar(32) NULL
InternetSalesChannelId varchar(2) NULL
EdgeWaterOrderId numeric(12,0) NULL
order_id varchar(32) NOT NULL
marshalled_receipt image NULL
date_changed datetime NULL
new_order_id bit NULL
order_status bit NOT NULL
order_batch varchar(20) NULL
order_total int NULL
affiliate_key varchar(8) NULL
Token
TokenId (PK) int NOT NULL
ReasonCodeId (PK) int NOT NULL
DateReceived datetime NOT NULL
TokenCustomerService
TokenId (PK) int NOT NULL
DateAssessed datetime NOT NULL
ProductViews
product_id varchar(32) NOT NULL
newsviews varchar(4) NULL
product_description_long text NULL
product_description_short varchar(100) NULL
product_title varchar(210) NOT NULL
additional_issues smallint NOT NULL
cover_price int NOT NULL
basic_sub_price int NOT NULL
owner_id char(1) NOT NULL
os_price varchar(20) NULL
taxable_item bit NOT NULL
active bit NOT NULL
case table bit NOT NULL
keywords1 varchar(255) NULL
keywords2 varchar(255) NULL
keywords3 varchar(255) NULL
keywords4 varchar(255) NULL
dm_age_00_12 bit NOT NULL
dm_age_13_19 bit NOT NULL
dm_age_20_29 bit NOT NULL
dm_age_30_60 bit NOT NULL
dm_age_61_plus bit NOT NULL
dm_cost1st tinyint NOT NULL
dm_day_of_week tinyint NOT NULL
dm_dom_com bit NOT NULL
dm_dom_edt bit NOT NULL
dm_dom_gov bit NOT NULL
dm_dom_net bit NOT NULL
dm_dom_org bit NOT NULL
dm_gender tinyint NOT NULL
dm_region_ma bit NOT NULL
dm_region_mw bit NOT NULL
dm_region_ne bit NOT NULL
dm_region_p bit NOT NULL
dm_region_se bit NOT NULL
dm_region_sw bit NOT NULL
dm_region_w bit NOT NULL
dm_region_xs bit NOT NULL
sales_rank int NOT NULL
test varchar(20) NULL
graphic_1 varchar(26) NULL
graphic_2 varchar(26) NULL
graphic_3 varchar(26) NULL
is_rotation bit NOT NULL
detail_page_flag tinyint NULL
external_company_id int NOT NULL

FIG. 13G

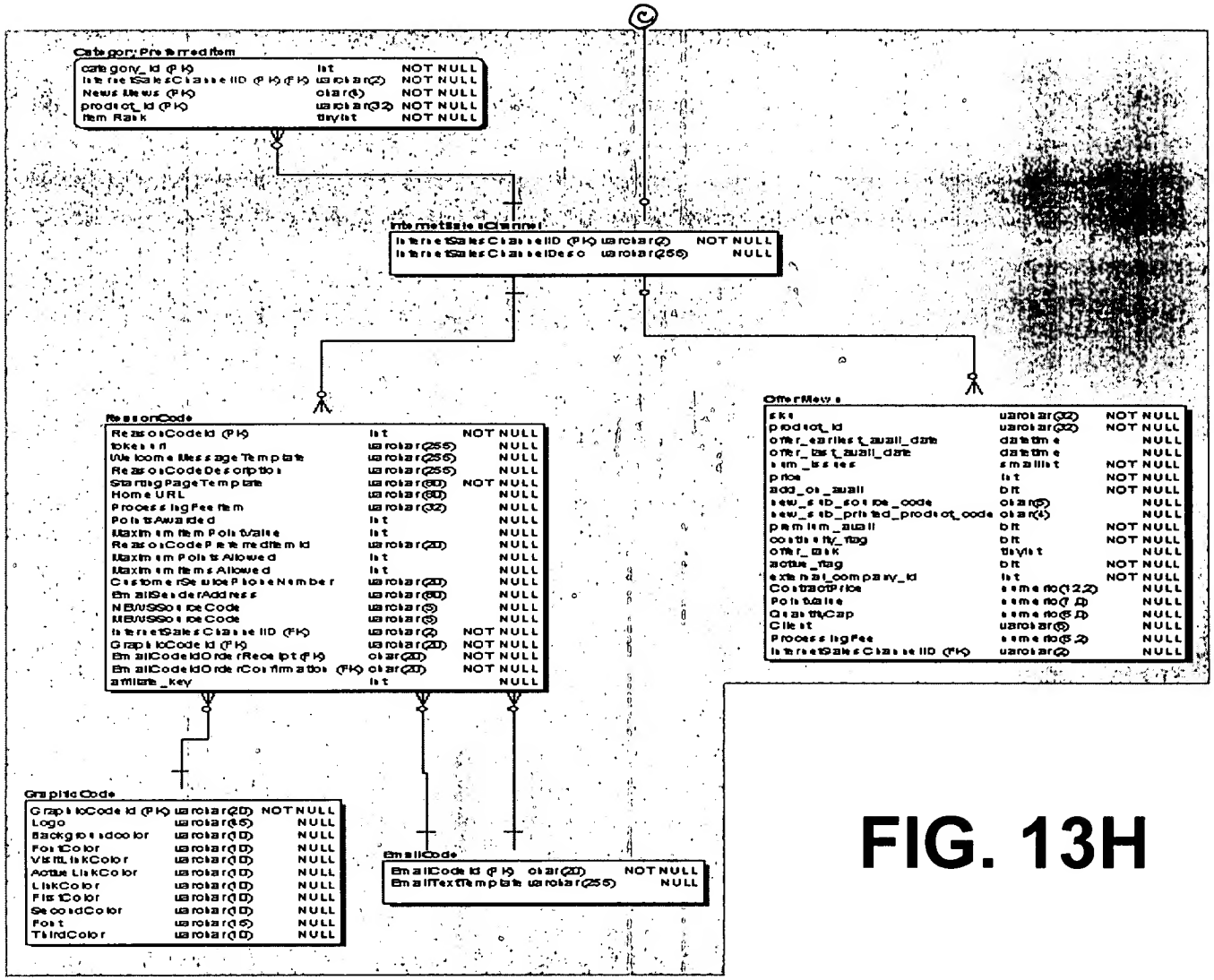

Category Preferred Item
category_id (PK) int NOT NULL
InternetSalesChannelID (PK) (FK) varchar(2) NOT NULL
News Items (PK) char(1) NOT NULL
product_id (PK) varchar(32) NOT NULL
Item Rank tinyint NOT NULL
InternetSalesChannel
InternetSalesChannelID (PK) varchar(2) NOT NULL
InternetSalesChannelDesc varchar(255) NULL
ReasonCode
ReasonCodeId (PK) int NOT NULL
token_id varchar(255) NULL
Welcome Message Template varchar(255) NULL
ReasonCode Description varchar(255) NULL
Starting Page Template varchar(80) NOT NULL
Home URL varchar(80) NULL
Processing Fee Item varchar(32) NULL
Points Awarded int NULL
Maximum Item Points Value int NULL
ReasonCode Preferred Item Id varchar(20) NULL
Maximum Points Allowed int NULL
Maximum Items Allowed int NULL
Customer Service Phone Number varchar(20) NULL
Email Sender Address varchar(80) NULL
NBWSStore Code varchar(3) NULL
MBWSStore Code varchar(3) NULL
InternetSalesChannelID (FK) varchar(2) NOT NULL
GraphicCode Id (FK) varchar(20) NOT NULL
EmailCodeIdOrderReceipt (FK) char(20) NOT NULL
EmailCodeIdOrderConfirmation (FK) char(20) NOT NULL
affiliate_key int NULL
OfferMenu
sku varchar(32) NOT NULL
product_id varchar(32) NOT NULL
offer_earliest_avail_date datetime NULL
offer_last_avail_date datetime NULL
item_issues smallint NOT NULL
price int NOT NULL
add_on_avail bit NOT NULL
new_sub_store_code char(5) NULL
new_sub_printed_product_code char(4) NULL
premium_avail bit NOT NULL
costtoentity_flag bit NOT NULL
offer_rank tinyint NULL
active_flag bit NOT NULL
external_company_id int NOT NULL
CostToOrPrice numeric(12,2) NULL
PointValue numeric(7,0) NULL
QuantityCap numeric(5,0) NULL
Client varchar(5) NULL
ProcessingFee numeric(5,2) NULL
InternetSalesChannelID (FK) varchar(2) NULL
GraphicCode
GraphicCodeId (PK) varchar(20) NOT NULL
Logo varchar(55) NULL
Backgroundcolor varchar(10) NULL
FontColor varchar(10) NULL
VisitLinkColor varchar(10) NULL
ActiveLinkColor varchar(10) NULL
LinkColor varchar(10) NULL
FirstColor varchar(10) NULL
SecondColor varchar(10) NULL
Font varchar(55) NULL
ThirdColor varchar(10) NULL
EmailCode
EmailCodeId (PK) char(20) NOT NULL
EmailTextTemplate varchar(255) NULL

FIG. 13H